

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Appln. Frederick R. Brown, III
of:

Serial
No:

Filed: 07/25/03

Entitled: SYSTEM AND METHOD FOR OBTAINING,
EVALUATING, AND REPORTING MARKET
INFORMATION

Examiner:

Art Unit:

Attorney Dkt: GMS-001

Paper No.: 2

Assistant Commissioner for Patents
PO Box 1450
Alexandria, VA 22313-1450

INFORMATION DISCLOSURE STATEMENT

Dear Sir:

This Information Disclosure Statement is submitted in accordance with the duty of disclosure under 37 C.F.R. 1.56.

Applicant submits herewith completed USPTO Forms SB-08A and SB-08B and, for the Examiner's convenience, copies of 15 references for consideration in the examination of the referenced application.

Applicant does not intend to represent that any of the documents submitted herein are material prior art to this invention or that the list represents an exhaustive search of documents related to this invention.

Applicant respectfully requests that the documents submitted herein be considered and made of record in this application.

Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it contains a valid OMB control number.

Substitute for form 1449/PTO

INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(Use as many sheets as necessary)

Sheet 1

of 1

Complete if Known

Application Number

Filing Date

July 25, 2003

First Named Inventor

Frederick R. Brown

Art Unit

Examiner Name _____

Attorney Docket Number

GMS-001

U. S. PATENT DOCUMENTS

[illegible]

FOREIGN PATENT DOCUMENTS

[illegible]

**Examiner
Signature**

Date
Cons

Considered

*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.¹ Applicant's unique citation designation number (optional).² See Kinds Codes of USPTO Patent Documents at www.uspto.gov or MPEP 901.04.³ Enter Office that issued the document, by the two-letter code (WIPO Standard ST.3).⁴ For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document.⁵ Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST. 16 if possible.⁶ Applicant is to place a check mark here if English language Translation is attached.

This collection of information is required by 37 CFR 1.97 and 1.98. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 2 hours to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, Washington, DC 20231. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, Washington, DC 20231.

TO: Commissioner for Patents, Washington, DC 20231.

If you need assistance in completing the form, call 1-800-PTO-9199 (1-800-786-9199) and select option 2.

Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it contains a valid OMB control number.

INFORMATION DISCLOSURE STATEMENT BY APPLICANT <i>(Use as many sheets as necessary)</i>		Complete if Known	
		Applicant Number	
		Filing Date	July 25, 2003
		First Named Inventor	Frederick R. Brown
		Art Unit	
		Examiner Name	
Sheet 1	of 1	Attorney Docket Number	GMS-001

NON PATENT LITERATURE DOCUMENTS			
Examiner Initials*	Cite No. ¹	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	T ²
		Copies of screens for "LIMRA Online", (no date), website www.limra.com (9 pages)	
		Copies of screens "Bank Insurance Market Research Group", (no date) www.singerpubs.com (4 pages)	
		Copies of screens "ISO ClaimSearch", (no date), website www.iso.com (7 pages)	
		Copies of screens "SilverPlume", (no date), website www.silverplume.com (4 pages)	
		Copy of screen "Insurance Market Research Reports", (no date), website www.uce.ac.uk/librar (1 page)	
		Copy of screen "Mintel", (no date), website www.mintel.com (1 page)	
		Copy of screen "Mindbranch Research & Analysis", (no date), website www.mindbranch.com (1 page)	
		Copies of screens "G McGee & Associates", (no date), website www.gmcgee.com (3 pages)	
		Copies of screens "ACNielsen", (no date), website www.acnielsen.com (4 pages)	
		Copies of screens "Synovate Research reinvented", (no date), website www.synovate.com (4 pages)	

Examiner Signature		Date Considered	
--------------------	--	-----------------	--

*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

¹ Applicant's unique citation designation number (optional). ² Applicant is to place a check mark here if English language Translation is attached.

This collection of information is required by 37 CFR 1.98. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 120 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, Washington, DC 20231. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, Washington, DC 20231.

If you need assistance in completing the form, call 1-800-PTO-9199 (1-800-786-9199) and select option 2.